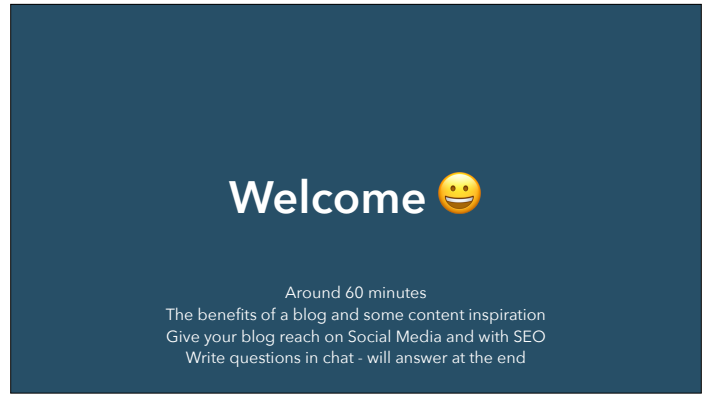
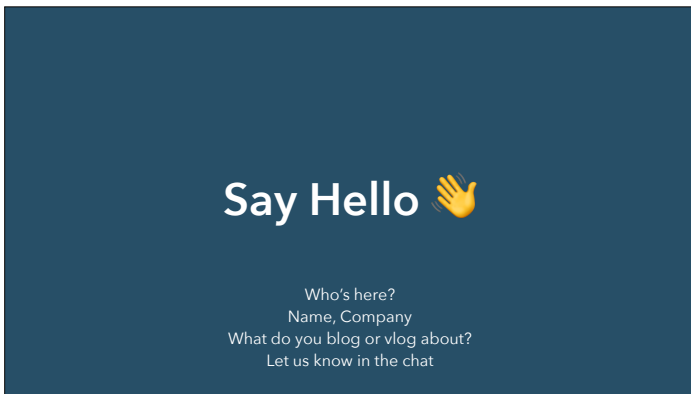




1



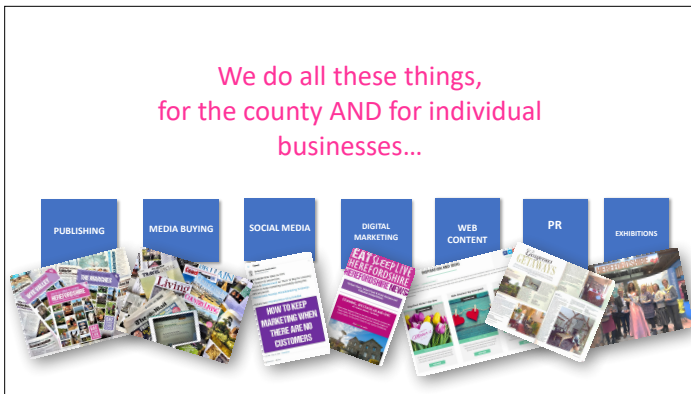
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3



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6



7



8

## What makes it Work

### Keywords & SEO

Keep finding different ways of repeating your topic throughout your Blog  
When people Google a subject they'll do it in different ways and you'll have more chance of them finding you

### Proof you work

Google penalises spelling mistakes and your readers will notice  
You'll lose credibility with Google and your audience and they won't return  
Sleep on it and read it through again and amend before posting  
Get someone else to proof it

### Get it seen and use it

Promote it  
Put links to it on your social media, as content in your e-newsletter, upload independent blogs to sites like HubSpot or Reddit.



### Ask for sign-ups

This is a CTA to capture returning readers  
Google will rank your website more highly if people keep returning to it.  
Returning/committed readers are more likely to become customers.

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## WHAT TO BLOG ABOUT

Think about who is reading and why – what do they want from your blog?  
Who do you want to attract?

### Accommodation

- A-Day-In-The-Life
- Your interior design projects
- Top 10 things to do in your local area
- Your interesting guests
- Hygiene tips and hints
- An inspector calls

### Food & Drink Producers and Restaurants

- Recipes
- Your back-story
- Your local suppliers
- Behind the scenes
- Meet the team
- Things you've learned

### Attractions & Activities

- How to get the best from a visit
- Covid safety measures & facilities
- **Gardens:** About the different plants
- History and heritage
- Behind the scenes
- In depth special interest

Do they want to learn practical stuff? Are you feeding a passion? They need inspiration? Simply enjoy your tales?

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Still too much for you?

WE DO YOUR SOCIAL MEDIA  
minxmedia.co.uk

WE'LL WRITE YOUR BLOGS



Or have some training  
heidi@minxmedia.co.uk

EAT SLEEP LIVE  
HEREFORDSHIRE

Ask about Membership

There are SO many benefits  
theteam@eatsleepliveherefordshire.co.uk

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Supported with over 500 businesses to do better in business  
Marketing strategy - Web design - SEO - Video - Data Analysis  
Host of Inventive Marketing Club Podcast  
Love working with people to help them be more effective

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1. Understand

2. Engage

3. Convert

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Great content can provide an insight into you and your business, and provide credibility that you know your stuff.

Aim to help people  
Ask for action - Click, Signup, Find out more

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## Content types

### Helpful

- How to file VAT return
- **How to plan your business cashflow**
- How should I price my services?

### Topical

- What does Auto Enrollment mean for me?
- What is IR35 and how will I know if it affects me?

### Product

- **Do I need an accountant?**
- Benefits of cloud accounting with Xero

About them  
(do more of this)

About you  
(do less of this)

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Help someone - Hints and tips  
Questions you get asked a lot - FAQ  
Misconceptions people have of your industry  
Insider info / secrets  
Mistakes people make and how to avoid them  
Things you wish more of your clients knew  
Provide an insight into you and your business  
Customer interviews and case studies - Testimonials  
Benefits of your product - What makes you different?

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# Planning

List relevant topics you want to write about  
Research competition. What titles do they use?  
Can you add value?  
Is the content desirable and sharable?  
Find keywords with Google Keyword Planner  
Or check out the related searches on Google

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# Writing

Write the headline and description first  
Outline key points. May become headings  
Write the conclusion at the beginning  
Write for your best customer  
Make the content remarkable  
Ask for action: Download, Signup, Find out more

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# SEO(ing)

Add keywords to Title tag, Meta, URL and Heading  
Keyword variations in the content  
Make description compelling  
Mixed content: text, video, lists, FAQs, images  
Link out to a landing page on your site  
Use Yoast on WordPress site

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"If you create a page on a keyword that is 10x better than the pages being shown in search results (for that keyword), Google will reward you for it, and better yet, you'll naturally get people linking to it!"

Refine content on each page to best enable a visitor to achieve their objective.

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Pro - Training videos on SEO, Email, Social, Video, Websites and more every month  
£25/month - Plus one-to-one kickstart strategy call with me  
Email [hen@ratherinventive.com](mailto:hen@ratherinventive.com) for 50% off annual subscription  
Find out more at [ratherinventive.com/club](http://ratherinventive.com/club)

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# Q/A

Questions from the chat

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**Thank you**

Stay in touch. Connect on LinkedIn  
Next webinar - Instagram and auto posting  
1pm 17th September 2020

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